



English Role Play

Seller's Guide

Global Bilingual Sales Competition
Florida International University

Round 1

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Information for the Seller

You are an account executive at HubSpot supporting the growth of small, medium and large businesses in scaling their digital marketing, sales, and customer success strategies.

You received an inbound lead notification from a business named [Vacasa](#). You learn that Pat Logan, VP of Sales, recently signed up for the free CRM after viewing [a blog post on the HubSpot Sales blog](#) to introduce them to basic CRM features that a new buyer should consider. Additionally, Pat requested that a HubSpot account executive contact them to help them learn more about the HubSpot platform, so you gave them a call.

When you called, you learn that Pat is out of office this week from their executive assistant (EA), but their EA coordinated a time on Tuesday afternoon to connect with Pat on Zoom for about 15 minutes.

In preparation for your meeting with Pat, you uncovered the following information:

- Vacasa is the second largest vacation rental management company in the U.S. offering professional rental management for over 7,200 vacation homes across the United States and Central and South America. The company strives to simplify the vacation rental process by bringing all the perks of professional management to private homeowners.
- Headquartered in the US in Portland, OR., Pat runs a sales team with reps across the United States, Central America, and South America, consisting of over 100 direct sales representatives and 30 business development representatives.
- Based on their latest press releases and most recent earnings call, you learn that the company is looking to expand its sales team into Europe.
- In Pat's Request for Proposal, you also see that Pat briefly indicated that he's looking to equip his sales teams better after missing some recent sales goals.

Seller's Goals

Your goal during your 15-minute meeting is the following:

- Get to know Pat and the company
- Gather information to discover any marketing and sales issues that Pat may be experiencing
- Secure a second meeting to further the sales process